

# ANKURAN

VOLUME 2

BATCH OF MULTIPLIERS, 2022 - 2024



Soil SCHOOL OF BUSINESS DESIGN



INDIA'S 1ST BUSINESS DESIGN SCHOOL

**START YOUR CORPORATE JOURNEY**

*A 2 year full time program, creating creative business leaders by integrating Management, Design Thinking and Liberal Arts.*

<https://www.soil.edu.in/>



# ABOUT SOIL



SOIL (School of Inspired Leadership) was founded by 32 companies and a team of thoughtful business leaders to build leaders with character, competence, and enthusiasm. Over the last 14 years, SOIL has produced more than 1400 leaders through its full-time programs and trained over 10,000 leaders through its part-time programs

# Meet the Magazine Team (Faculty)



**Dr. Vidya M Iyer**  
(Director, 2 Year PGDM SOIL)



**Dr. Malarvizhi. P**  
(Dean of Academics)



**Dr. Bidyanand Jha**  
(Dean of Career Development  
& Strategic Affairs)



**Dr. Manjula Srinivas**  
(Dean of Centre for Design  
Thinking and Liberal Arts &  
Dean of Student Affairs)



**Dr. Manpreet Kaur**  
Associate Professor  
Area Chair, Finance



**Dr. Archana Mahamuni**  
(Chair -Student Affairs  
Senior Assistant Professor)



**Ms. Shaivy Sharma**  
(Manager Student Affairs &  
International Office)

# Meet the Magazine Team (Student)



**Mansi Goel**  
(Student Chief Editor)



**Ritika Sihag**  
(Cultural-  
Associate Student Editor)



**Ruchi Sharma**  
(Cultural-  
Associate Student Editor)



**Gunsim Bhatia**  
(Design-  
Associate Student Editor)



**Shwetank Rashmi**  
(Media-  
Associate Student Editor)



**Dweepanjli Jaiswal**  
(Academic -  
Associate Student Editor)



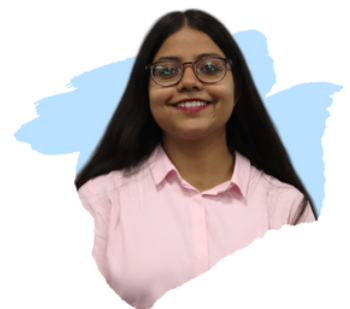
**Ishrat Kaur**  
( Content-  
Associate Student Editor)



**Pragya Mahajan**  
( Content-  
Associate Student Editor)



**Aditi**  
( E Committee -  
Associate Student Editor)



**Priyanka Kumari**  
( E Committee -  
Associate Student Editor)

# DIRECTOR'S MESSAGE



It is my great pleasure to greet you as the Director of this prestigious institution. Soil School of Business Design is an educational institute with students from diverse backgrounds, making it an ideal place for overall student growth. We want our students to pursue their dreams through critical thinking and effective communication. Our goal is to empower students to understand and solve complex problems using design thinking applications. At SOBD we offer courses such as psychology, sociology, anthropology etc. which can help students in future.

So far, the students have participated in various activities and achieved good results. I hope that they will continue to do their best with confidence. Our highly qualified staff are always ready to help each student play to their strengths.

I wish all students success in their career and future prospects!



**Sidhdharth Raju**  
[President]



**Saumya Gupta**  
[Treasurer]



**Amit Kumar**  
[Treasurer]

# STUDENT

# COUNCIL'21-23

Students are represented by the Student Council. To improve the batch's performance standards, they organise and prepare activities and events.

Additionally, they serve as a conduit for communicating the needs and interests of students to administration and vice versa. All students may vote or mutually agree to elect or appoint members of the Student Council, subject to the institute's approval. The Council's goal is to actively involve students and motivate them to contribute enthusiastically in order to create a vibrant and active community.



**Anushka Sharma**  
[Secretary]



**Rohit Singh**  
[Secretary]



**Minakshi Chatterjee**  
[Public Relations]



**Gunjith Singh**  
[Public Relations]



**Sonu Raj**  
[President]



**Aditi Saxena**  
[Vice President]



**Hrishikesh Desai**  
[Treasurer]

# STUDENT

# COUNCIL'22-24



**Devansh Jalan**  
[Secretary]  
Internal Affairs  
(Academics)



**Vanshikha Agarwal**  
[Secretary]  
Internal Affairs  
(Academics)



**Harshita Singhal**  
[Secretary]  
Internal Affairs  
(Non Academics)



**Esha Aggarwal**  
[Secretary]  
External Affairs)

# PLACEMENT COMMITTEE

## 2021-2023



**ANKITA**  
**(CHANAKYA )**



**ARUSHI GUPTA**  
**(CHANAKYA)**



**GINNI KUMAR**  
**(ASHOKA)**



**MANISHA BHARDWAJ**  
**(ASHOKA)**



**SAHIL SHARMA**  
**(ASHOKA)**



**SAKSHI VIJAY**  
**(ASHOKA)**



**VASUNDHRA VASHISHT**  
**(CHANAKYA)**



**VRANDA NARANG**  
**(ASHOKA)**



**SANCHIT CHANRA**  
**(CHANAKYA)**

# PLACEMENT COMMITTEE

## 2022-2024



**Aayush Birla**  
(Maurya)



**Manvi Shaw**  
(Prithviraj)



**Randhir Singh Thakur**  
(Maurya)



**Neha Gangwar**  
(Shivaji)



**Nallam Jaya Amruth**  
(Shivaji)



**Saumya Gaur**  
(Shivaji)



**Sahitya Shivhare**  
(Shivaji)



**Sanya Arora**  
(Prithviraj)



**Kabir Ahmed**  
(Shivaji)



**Shaurya Babbar**  
(Prithviraj)



**Tanmay Saxena**  
(Prithviraj)

# Placement Highlights 2022

22.6

Avg. Age

47%

Females

20

States

75%

Freshers

## Work Experience Details

75%

Freshers

17%

0 - 24 Months

8%

24 - 48 Months

## Educational Background

32%

B.Com

30%

B.E/ B.Tech

23%

B.B.A

15%

Others

## RECRUITERS

HCL



intellect<sup>®</sup>  
Design for Digital



Cognizant



## Average CTC

Top 10% Placed

13.9

Top 25% Placed

11.8 L

No. Of  
Industry  
Participation

11



20 L  
High. CTC

ROI  
(Pre-MBA vs Post  
MBA CTC)

160%

10.45 L  
Avg. CTC

No. of visiting  
companies

50+

# Industry Consortium



# SUMMER INTERNSHIP HIGHLIGHTS

Eight weeks internships with industry are an integral part of the curriculum at SOBD.

These internships give students the opportunity to put their knowledge to test in a live business environment.

Batch 2020-22

## SUMMER INTERNSHIPS

Despite the impact of COVID, SOIL witnessed a total of 50 companies visiting the campus thus far in this placement season. BFSI & IT companies lead the way with 36% of companies (18 companies) closely followed by consulting, FMCG and Manufacturing companies. There were ample number of firms from the Education, chemical, analytics, supply chain sectors enabling the students to choose their preferred sector

**Season Highlights**

<b>1.40 Lakhs</b> Highest Stipend offered	<b>14K - 16K</b> Average Stipend offered	<b>100%</b> Overall Internship Projects
<b>11</b> No. Of Industries Participated	<b>50</b> No. of companies visited	<b>6-8</b> No. Of companies Per Student

## Participating Companies



## Sectors

BFSI	IT&ITES	Consulting	FMCG	Education
Chemical	Supply Chain	Manufacturing	E-Commerce	AI/ML

## Roles

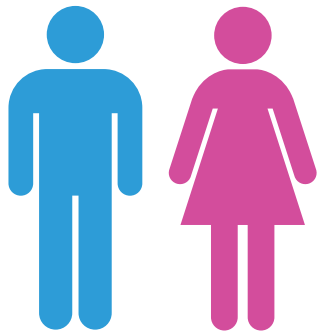
Marketing Intern	Analytics Intern	Management Trainee	Intern - Business Development
Research Analyst	Consultant	Research Analyst	Financial Research Intern
Sales Intern	Intern - Pricing	Operations Intern	HR Intern

Our partners who have constantly supported the institute throughout its 10 years of journey

The list of companies participating in the SOIL process over the years is given below

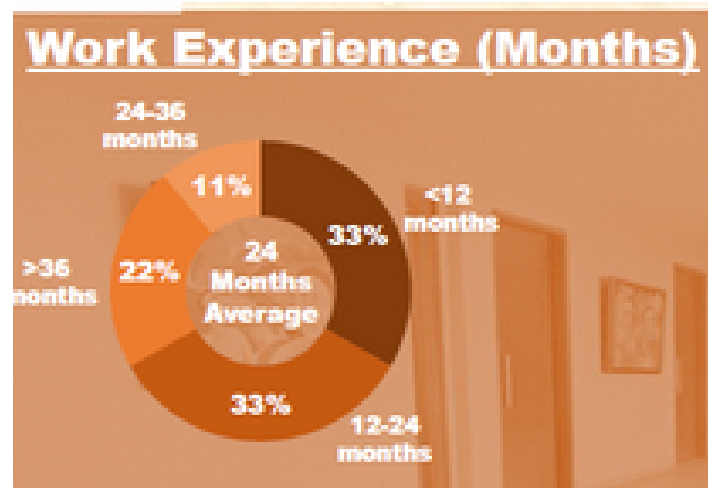
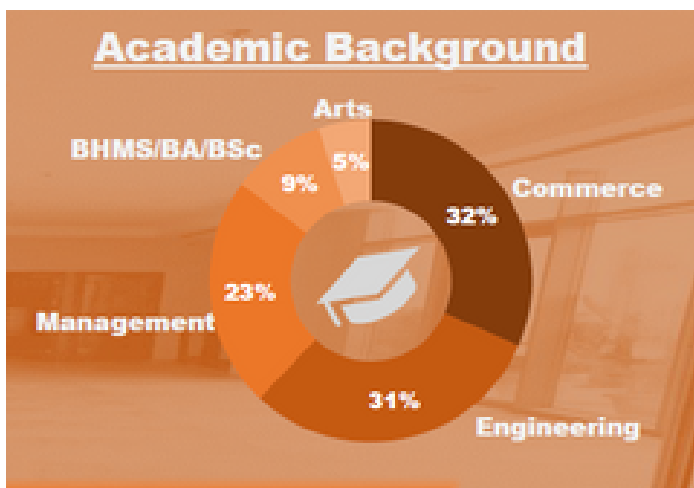
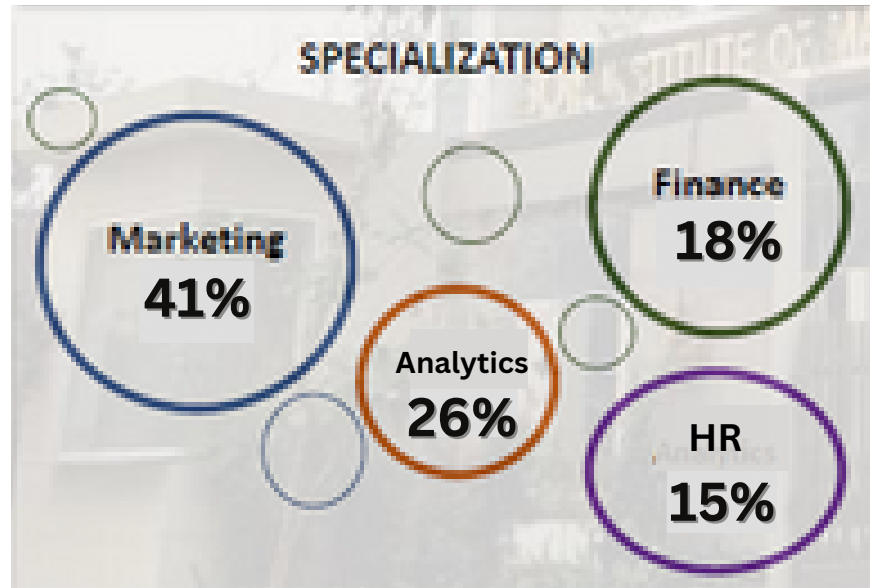
Accor	Airtel Payments Bank	Tech Mahindra	Infosys	Genpact	Dupont	Frontizo (Amazon Partner Firm)	Smart Cube
Procter & Gamble (P&G)	GSK	Mahindra AFS	Wipro (Finance)	HONO.AI	Panasonic	Tarnea	Bridge Group
Mphasis	KPMG Global	HDFC Bank	Kellogg's	VECV	Coverfox	TATA Electronics	SRK
Gartner	Happiest Minds	Intellect Design	Motilal Oswal	Zimyo Consulting	Ever Assist	Stadhawk	Franchise India
Byjus	Cash Positive	Tata Chemicals	Maverick	Athena Research	Desmania	Avanaa Capital	Anand Rathi
Calpro	PNB Metlife	RazorPay	Paytm Money				

# Batch Profile 2021-2023

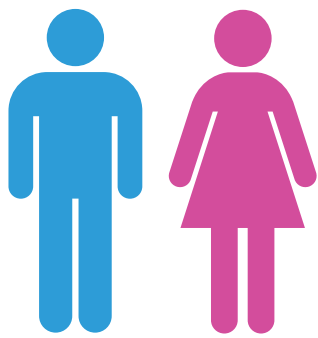


53% 47%

**Batch Size - 94**



# Batch Profile 2022-2024

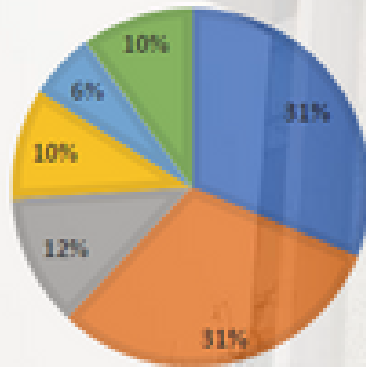


57% 43%

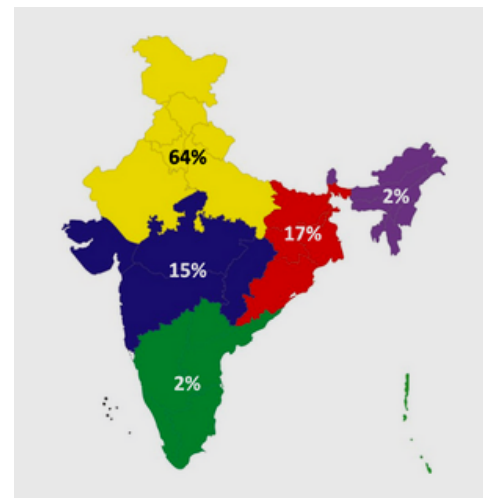
Batch Size - 204

## EDUCATIONAL BACKGROUND

B.com BBA Btech  
B.Sc BA/BA Hons Others



## REGION WISE DISTRIBUTION



## WORK EXPERIENCE (Years)

>2yrs

7%

1-2 yrs

12%

Upto 1yr

19%

Freshers

63%

Avg Exp

14mnts

## SPECIALIZATION

Marketing  
43%

Finance  
30%

HR  
19%

Analytics  
8%

## ACTIVE RECRUITERS



co-created by a group of

32

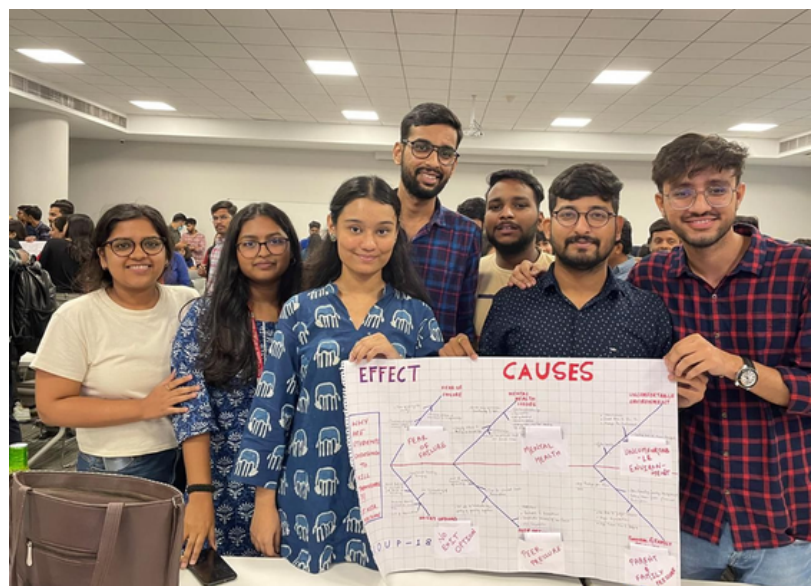
Multinational and Indian companies from across industry verticals who believe in the value proposition of creating leaders

# Design Thinking



There is a famous saying which goes like, “Art has the role in education of helping children become like themselves instead of more like everyone else”. With this thought in mind, SOIL SOBD has successfully incorporated Design Thinking into its course curriculum. One of the unique features of what SOIL offers apart from providing a PGDM degree is an opportunity to its students to open the window of their souls. With Design Thinking seminars students are helped to discover themselves better one step at a time. These seminars help them to not just think out of the box but also to challenge their abilities to make art and science co-exist in to help solve real life problems.

Our esteemed facilitator Mr. Vijay Ghei graced the occasion of sharing his time, knowledge and enthusiasm with the students at SOIL SOBD for a three day workshop in October’22. This seminar mainly focused on human centered problem solving abilities whereby students were given various tasks that didn’t force them to disrupt their normal way of thinking.



# SOURCING INSPIRATION



A few days back when someone asked me,  
“So how are you feeling these days?”

The only reply I could think of was:

“On top of the world!” These words were passed onto the students by the guiding light of SOIL SOBD, The founder and chairman Mr. Anil Sachdev. He has been practicing the art of appreciative inquiry right since day 1 in SOIL SOBD. These sessions are taken by him on Fridays where he lends his precious time to the students of SOIL to help them understand the greater purpose of life. He focuses on the purpose and ability of a human mind. Apart from this, he passes on his life long lessons to students here at SOIL and helps them develop the art of being a leader. Right from sharing inspirational lessons from the stories of Swami Chinmayananda to extraordinary real life experiences he has had throughout his lifetime, he helps the students to realize their true potential which surpasses all our mental blocks. He focuses on the art of learning to find the good in everything, even if things might not go as per plans.



*On top of the World!*

# SOBD's TRADITION -MORNING CIRCLES

The concept of Morning circles was introduced in the lockdown period, to check upon mental health, to encourage and motivate each other in those tough times, later on SOBD continued with morning circles offline as well.

Morning circle are conducted everyday in the MPH and a group of 5-6 people conduct it.

Morning circles at SOBD are way to start the day on a positive note, people come up and share their experiences, thoughts and opinions, news from around the world, a lot of fun and informative activities are held, birthdays are celebrated by singing Sanskrit birthday song.

Morning circle provides us the friendly platform where we can overcome our stage fear and work up on our communication and presentation skills.



# Clubs & Academies at SOBD

## 1) CULTURAL CLUB



**Vedant Mehta**  
(President)



**Shriya Jadia**  
(Vice President)



**Anushka Malasi**  
(Secretary)



**Divyanshi Gupta**  
(Treasurer)

### Executive Members

- Aditi
- Drishti Srivastava
- Ritika Sihag
- Aryan Pratap Singh
- Arpita Nayak
- Devyanshi Odak
- Puja jain

### Team Outreach

- Gaurav Gupta
- Satish Patel

### Goal-

The Club wants to encourage exposure to and raise students' awareness of the world's finer arts.

The place to go to enjoy everything from drama to literature, poetry to music and dance.

### Events Covered:

#### Freedom of Fear -

The event which was conducted by our Founder Mr. Anil Sachdeva was a unique approach to let everyone overcome their different fears. This event was important for everyone because through this event we wanted everybody to come out of their comfort zone which is very difficult and do something that they have not done before. Everyone participated and did brilliantly and we saw so many students who performed for the first time and did it so well.

#### Parents day -

For parents day we prepared some dance performances which showed the affection and love our parents have for us and how we could never repay but through these performances show them that how much they mean to us. We also did a Nukkad Natak showcasing the current scenario of the old people who loved their children unconditionally but the children leave them in Old age home instead of taking care of them. We wanted to show our love to our parents through these performances.



## 2) DESIGN THINKING CLUB



**Twinkle Verma**  
(President)



**Ram Soni**  
(Vice President)



**Yash Agarwal**  
(Secretary)



**Himani Kokate**  
(Treasurer)

### Executive member

- Kabir Ahmed
- Ayush Shukla
- Sejal Taneja
- Nishita Chauhan
- Krishnpal Singh
- Akshat Silakari
- Kashish Goel
- Ariyka Sharma

### Goal

The club aims to technically strengthen the students by integrating their skills and ideas in the various fields of Engineering & technology, to cope up with the highly competitive environment

### Events Covered

- Design Management Workshop By Ms. Rashmi Malik-

An activity was conducted in which 3 teams were made one team playing the role of STARBUCKS another team playing the role of CHAYOOS and the last team playing the role of different customers.

- Design Thinking Workshop By- Dr. Kanishka Prasad -

An activity was conducted in which students were supposed to list down points due to which we wanted to visit a café.

- Design Thinking Workshop By – Mr. Vijay Ghei -

The main theme of these sessions were “Social Impact of Design Thinking”. One should “Find” the need and then “Fill” the need.



### 3) ENTREPRENEURSHIP CLUB



**Khush Banthia**  
(President)



**Anshika Singh**  
(Vice President)



**Saumya Srivastava**  
(Secretary)



**Kunal Sharma**  
(Treasurer)

#### **Executive members**

- Aman Kumar
- Anandi Yadav
- Aardhya Bhargava
- Ariyka Sharma
- Dhruv Gupta
- Dipesh Bansal
- Neeraj Patidar
- Niketa Mittal
- Pranjal Choudhary
- Pratik Srivastav
- Raghav Khandelwal
- Sushant Ambardar
- Yash Singhal

#### **Goals:**

Our goal is to encourage and support students to organize as much as student driven events on campus without raising funds through external sources. Moreover, we plan to build funds to sponsor as much as events possible in college.

#### **Objective:**

Our objective is to make future leaders pursue their ideas by enhancing their organizing, managerial and innovative skills. So that they can be more effective and efficient in their respective roles.



## 4) FINANCE CLUB



**Akarsh Tayal**  
(President)



**Kritika Gambhir**  
(Vice President)



**Jeshwant Makarla**  
(Secretary)



**Ankit Kumar**  
(Treasurer)

### **Executive member**

- **Gunsim Bhatia**
- **Ravinder Kaur**
- **Paavan Sakhuja**
- **Neeraj Patidar**
- **Abhishek Goyal**
- **Ishrat Kaur**
- **Neha Chugh**

### **GOAL**

The goal is to follow a process and organize events and provide financial literacy to the students of SOBD. The aim of the club is to manage all the finances of the activities taking place and working towards the progress of SOBD.

### **EVENTS**

Recently we successfully organized a stall (food mania) to create a buzz for the Diwali Mela.  
Bringing sponsorships for the Diwali Mela.  
Establishing stalls for the Diwali Mela.

### **OBJECTIVE**

As we all know that finance is the most fastest growing field in today's era. Our objective is to enhance the financial awareness and finance domain knowledge among our batchmates. We will also enrich the financial conceptual knowledge of our batchmates

## 5) MARKETING CLUB



**Manav Didwani**  
(President)



**Muskan Mittal**  
(Vice President)



**Dhanshree Lakkad**  
(Secretary)



**Rohan Sharma**  
(Treasurer)

### **Executive Member**

- Aditya Solanki
- Aman Kumar
- Bhavika Chandwani
- Drishti Srivastava
- Nishita Chauhan
- Piyush Dubey
- Shimona Arya

### **Goal**

Marketing club wants to be an endearing platform where students can explore and improve various skills by proving exposure through both Business and Social events. We believe in Experiential Learning is an important aspect for PGDM students to learn practical application of theories through a variety of interesting and engaging offline events and workshops.

### **Objective**

1. To make students come up with creative thinking abilities in solving problems and marketing issues.
2. To make students abreast of the current scenario and the happenings around the world in the marketing space.
3. To groom the personality of the students and make them more self-confident in facing this world.
4. To provide and teach them art and techniques related to marketing which would help them be industry-ready.
5. To make students understand the importance of teamwork and make them realize their leadership qualities.



## 6) SOCIAL INNOVATION CLUB



**Abhimanyu Roy**  
(President)



**Manisha Kaushik**  
(Vice President)



**Gadadhasu Naga Kishore**  
(Secretary)



**Rhitwik Bijoy Bordoloi**  
(Treasurer)

### **Executive Members**

- Sakshi Shree
- Deepmala Samanta
- Sahil Gulati
- Satish Patel
- Rohit Kumar
- Sanskriti Saxena
- Shivam
- Kajal Goyal
- Shambhavi Singh

### **Goal:**

To develop into a centre of excellence that nurtures an ecosystem to encourage participation, creativity, and research leading to long-term socioeconomic growth in the neighbourhood.

### **Objective:**

1. To encourage academics and students to innovate and affect change in the community through promoting sustainable living and development
2. To promote mutually beneficial partnerships with rural communities through locally-based learning opportunities created to recognise and address current issues.
3. In order to create student-driven innovations targeted at achieving the UN's Sustainable Development Goals, it is necessary to give students service-learning opportunities in conjunction with non-profit groups.
4. To carry out research initiatives in collaboration with regional communities using participatory community-based techniques.



## 7) SOCIAL MEDIA TEAM



**Nitin Sharma**  
(President)



**Pritam Roy**  
(Vice-President)



**Sumanth Bodugu**  
Seceretary



**Sanjana Nagpal**  
Treasurer

### Executive Members

- Shwetank Rashmi
- Aditya Solanki
- Tushar Srivastav
- Siddharth Roy
- Gunsim Bhatia
- Arpita Nayak
- Akansha Kumari
- Ishika Ratnam
- Aditi
- Deepmala Samanta
- Neha Chugh
- Bhavika Chandwani
- Priya Tripathi
- Isha Sharma
- Chirag Gupta
- Sushant ambardar

### Goals and Objective –

Our goal for the club is to Create a buzz of all the events that occurred in the campus. Being the essential link between the college's management and the students. We are working closely to enhance the digital presence and awareness of School of Business Design. We are handling the coverage of all the college events, social media content, outreach, and coordinate with all the committees.

Our Page - [https://instagram.com/sobd\\_media\\_team?igshid=YmMyMTA2M2Y=](https://instagram.com/sobd_media_team?igshid=YmMyMTA2M2Y=)

### Events covered-

- 1- Freedom of fear
- 2- SPL (soil premier league)
- 3- Republic Day
- 4- Winter Carnival
- 5-Parents day
- 6-Food stalls coverage reels



## 8) SPORTS CLUB



**Priyank Gautam**  
(President)



**Siddhant Pandey**  
(Vice President)



**Namisha Shukla**  
(Secretary)



**Naman Chugh**  
(Treasurer)

### Coordinators

- Dipesh Bansal
- Prateek Gupta
- Rohan Verma
- Paavan Sakhuja
- Gaurav Gupta

### Team Outreach

- Subham Mishra
- Shivam Pruthi
- Abhishek Goyal
- Pranjal Choudhary
- Siddhant Sharma
- Shreshthi Chordia

### Goals:

The Sports leagues don't aim for the highest possible profit. We want to give the members and students the chance to engage in active recreation and sports. Our goal is to encourage and support students to organize and play as much as possible with student driven events on campus without raising funds through external sources.

### Events Covered:

#### 10th SOIL PREMEIR LEAGUE (SPL)

The 10th SOIL Premier League (SPL), which was eagerly anticipated, was held on December 11, 2022, at Tau DeviLal Sports Complex in Gurugram by the SOIL Sports club. Students from different SOIL batches come together for this Cricket event to participate enthusiastically and actively.

Mr. Anil Sachdev, the founder and chairman of the Soil Institute of Management, inaugurated the event. The competitive matches between the PGDM, PGPM, Alumni, and Faculty Teams, with the Alumni team from PGPM (2015-16) taking home the trophy, were the evening's high point.

## 9) TOASTMASTER'S CLUB



**Payal Singh**  
(President)



**Manik Gupta**  
(Vice President)



**Ankit Dubey**  
(Secretary)



**Harshil Saraogi**  
(Treasurer)

### Executive Members

- Akansha Kumari
- Chirag Gupta
- Harshita Negi
- Sudhanshu Saxena

### Goal

We provide a supportive and positive learning experience in which members are empowered to develop communication and leadership skills, resulting in greater self-confidence and personal growth.

### Event Organized

1. Big Fat Lie – We had given situations and, in that situation, the person has to tell three things in which there is one lie and two truths, and the audience has to guess which one of them is the lie.

2. Debate Competition

3. AI Week 1

4. Case Study Competition

# Academy Industry Week 1

**3 DAYS**

**27 SPEAKERS**

**7 DOMAINS**

Soil  
INSTITUTE of MANAGEMENT

presents

**SOIL ACADEMY  
INDUSTRY WEEK**

15 - 17 NOV 2022, MANESAR CAMPUS

Marketing Academy

Finance Academy

Analytics Academy

HR Academy

Entrepreneurship Academy

The AI Week 1 commenced on the 15th of November, 2022. This week was filled with power packed enthusiast mentors, leaders and industry experts who came into the SOBD campus to add to the knowledge base of the students here at SOIL. Students at SOIL SOBD campus experienced a week of back to back lectures, case studies, simulations and question answer rounds with the speakers on board. The students were exposed to various fields such as Marketing, Finance, Analytics and HR . The experts not just brought in their perspective of how the corporate works but they also helped the students to understand what lies ahead, what is expected out of them and how can they sail through the corporate in a smoother fashion. AI week 1 helped the students get a step ahead into making the decision about their future specializations by helping them realize what is it that they need to do and how to be the best at it.

# Operations Research and Analytics Academy



**Tanvi Mathur**  
(President)



**Achyut Awasthi**  
(Vice President)



**Ishika Ratnam**  
(Secretary)



**Allen Devis Alfred**  
(Coordinator)

The Operations Research and Analytics Academy aims to enhance knowledge of students in the field of Operations Research and Analytics, and keep them updated with the emerging technology by organizing webinars, seminars, academy industry weeks, guest lectures, short reading materials, and various other activities. The academy intends to develop students' functional, analytical, problem solving, critical thinking skills and equip them for their final placements.

## Executive Members

Priyansh Gupta   Yash Sahare   Shubham Mishra   Sakshi Shree  
Abhishek Sharma   Samay Tiwari   Ishwar Chhokar



The poster features the Soil Institute of Management logo at the top right. Below it, the text 'SOIL ACADEMY INDUSTRY WEEK' is prominently displayed in large, bold, white letters. Underneath, it says 'presented by Analytics Academy' with the Analytics Academy logo. At the bottom, the date and location '16 NOV 2022 | SOIL MANESAR CAMPUS' are listed. On the left side, there are five vertical panels, each containing a portrait of a speaker and their details:

- SHUCHITA JAIN**  
VP - Client Devt & Marketing  
TransOrg Analytics
- SATYA SHARMA**  
Director - IT Infrastructure  
Blueella Pvt Ltd
- FARHEEN RAHMAN**  
Product Manager  
IndiaMART InterMESH Ltd
- LOGESHWAR RAVICHANDRAN**  
PGPM - Business Analytics & Finance  
SOIL'23
- HIMANSHU PANWAR**  
Data Scientist  
TransOrg Analytics

At the bottom left, a banner reads 'Analytics Area Speakers'.

# “Skills and Technologies required for upcoming managers to thrive in Analytics Industry”

The day showcased concepts of Data analytics, data science, statistics, business analytics & strategy while discussing contemporary business threats & opportunities and in the field of Business analytics.

- **Ms. Shuchita Jain-** VP Sales & Marketing | TransOrg Analytics
- **Mr. Satya Prakash Sharma-** Director of IT Infrastructure | Bluella Private Limited
- **Farheen Rahman-** Product Manager | IndiaMART InterMESH Limited
- **Himanshu Panwar-** Data Scientist | TransOrg Analytics
- **Logeshwar Ravichandran-** Ex-Business Analyst | Accenture





**Aakriti Bhatia**  
(President)



**Vani Nayal**  
(Vice President)



**Prakhar Srivastav**  
(Secretary)



**Rohit Kumar Ronak**  
(Co-ordinator)

## EXECUTIVE MEMBERS

**Riddhi Kochar**  
**Rishabh Sharma**

**Sahil Gulati**  
**Rishabh Singhal**

**Shreshthi Chordia**  
**Rahul Deshmukh**

**Harshita Negi**  
**Manali Sahu**

Marketing club organizes events and activities related to marketing, such as workshops, guest lectures, case study competitions, and networking events. We provide a platform for students to enhance their knowledge and skills in marketing and connect with industry professionals. They may also publish newsletters and conduct research on marketing-related topics.



The poster features a warm, orange-toned background with a microphone in the foreground. It lists four speakers in vertical orange bars: Harpreet Kaur (Head of Marketing at KGOC Global), Nishant Kadian (Marketing Manager at Ameyo B2B SaaS), Debojit Sen (Co-Founder at Crack-ED), and Samarth Saxena (Sales Manager at Actyv.ai). The Soil Institute of Management logo is at the top right. The event title 'SOIL ACADEMY INDUSTRY WEEK' is prominently displayed, followed by 'presented by Marketing Academy'. The date '15 NOV 2022' and location 'SOIL MANESAR CAMPUS' are at the bottom, along with a document player link.

**Soil**  
INSTITUTE of MANAGEMENT

**SOIL ACADEMY  
INDUSTRY WEEK**

presented by  
**Marketing Academy**

**Marketing Area Speakers**

**15 NOV 2022 | SOIL MANESAR CAMPUS**  
Document player for: Meet the Speakers - Marketing & Finance

**HARPREET KAUR**  
Head of Marketing  
KGOC Global

**NISHANT KADIAN**  
Marketing Manager  
Ameyo B2B SaaS

**DEBOJIT SEN**  
Co-Founder,  
Crack-ED

**SAMARTH SAXENA**  
Sales Manager  
Actyv.ai

# Marketing Dimension: People, Places & Spaces

The day showcased concepts of consumer behavior, market forces, branding & strategy while discussing contemporary business threats & opportunities and engagement through simulation & fun activities.

The keynote speakers explained the concept of marketing with the help of real-life examples and questions such as:

- 1) What is the concept of IKIGAI? And how one could implement that in their professional as well as personal life.
- 2) What is that unique thing that Starbucks is providing to its customers?

- **Debojit Sen:** Co-Founder, Crack-Ed | AVP & Business Head, Cardekho
- **Harpreet Kaur:** Head of Marketing, KGOC Global
- **Samarth Saxena:** Sales Manager, Actyv. ai
- **Nishant Kadian:** Marketing Manager, Ameyo & Exotel



# Human Resource Academy



**Shivani Porwal**  
(President)



**Rudra Sathawane**  
(Vice President)



**Anshul Saxena**  
(Secretary)



**Pragya Mahajan**  
(Treasurer)

## Executive Members

**Vinayak Naithani**  
**Niketa Mittal**

**Priyanka Kumari**  
**Shambhavi Prasad**

**Aaradhya Bhargava**  
**Sanskriti Saxena**

**Yash Rathi**  
**Sudhanshu Saxena**

HR Academy plan to develop a holistic understanding about what Human Resource in any organization is along with practical understanding and functional knowledge of concepts we have learned. We plan to create awareness about the current trends and practices going around in corporate world.

We also intend to cultivate in students' a strong characteristic of leadership skills, understand the career path they want to have and strengthen them as carrier options.



Soil  
INSTITUTE of MANAGEMENT

**SOIL ACADEMY  
INDUSTRY WEEK**

presented by

**HR Academy**

16 NOV 2022 | SOIL MANESAR CAMPUS

**HR Area Speakers**



**SAMAR MAHAPATRA**  
CHRO  
Shigan Quantum Technologies



**ASHEESH CHANDOLIA**  
Senior Director HR  
Droom



**AMRITA SINGH**  
Strategic Business Partner HR  
The Coca-Cola Co



**SNEHA SAHA**  
Founder  
Carmel Consulting



**DIVYA NITIN TYAGI**  
Senior Manager/  
COE Lead  
Kusum Group of Companies

# Emerging role of HR as a Strategic Business Partner

The purpose of participating was to help students understand more about the workings of HR and how a business partner can enhance the productivity in a company especially understanding the human resources functions and changing workplace dynamics along with managing the employee's experience to gain a competitive advantage while appreciating the role of HR as a strategic business partner in the post-pandemic business world.

**Mr. Samar Mahapatra**, CHRO of Shigan Quantum Technologies

**Mr. Asheesh Chandolia**, Senior Director HR, Droom

**Ms. Amrita Singh**, Strategic Business Partner HR, India & Southwest Asia Region

**Ms. Divya Nitin Tyagi**, COE lead /Sr. Manager, Kusum Group of Companies

**Ms. Sneha Saha**, Founder, Carmel Consulting



# Finance Academy



**Siddharth Roy**  
(President)



**Niharika Taneja**  
(Vice President)



**Shruti Verma**  
(Secretary)



**Manik Gupta**  
(Coordinator)

The Finance Academy of SOBD helps the PGDM program by providing students with a range of specialized courses, workshops, and other resources focused on finance-related topics such as financial analysis, investments, risk management, financial modeling, and accounting. The academy also organizes guest lectures, industry visits, and internships to provide students with real-world exposure and practical experience in finance. The aim is to equip students with the knowledge, skills, and competencies required to excel in finance-related roles in the industry.



Soil  
INSTITUTE of MANAGEMENT



**SOIL ACADEMY  
INDUSTRY WEEK**

presented by



**Finance Academy**

**Finance Area Speakers**



**MUDIT  
VIJAYVERGIYA**  
Co-Founder &  
Director  
Curofy



**NITIN  
CHOPRA**  
Ex-Head of Retail &  
Consumer Banking  
RBL Bank



**VIVECK  
SUMAN**  
Chartered Financial  
Analyst  
(CFA)



**ROHIN  
VAISH**  
Deputy Manager  
BC Jindal Group



**NIKHIL  
AGARWAL**  
Co-Founder  
ZIN Capital

15 NOV 2022 | SOIL MANESAR CAMPUS

# “Disruptions and Opportunities in the Indian Financial Sector

The event provided information on a variety of newly emerging financial disciplines as well as the current state of digital banking.

Speakers :

**Mr. Nitin Chopra** - Finance Professional & Mentor/Teacher

- **Mudit Vijayvergiya** - Founder , SBNRI
- **Viveck Suman**- Chief Financial Officer , LML
- **Nitin Agarwal** - Deputy Manager-Chairman’s Office , BC Jindal Group





Soil SCHOOL OF BUSINESS DESIGN

# Entrepreneurship and Social Innovation Club

During the Academy Industry Week 1 students got a chance to learn a lot about the corporate life, how companies work, importance of social work and how NGOs' work in real time.

The third day of the AI-Week began with Entrepreneurship with the theme 'Entrepreneurship and Social Innovation'. The workshop included details about social Entrepreneurship, Innovation, E-Commerce and different aspects of business models.

## Keynote Speaker

- **Manish Gupta: Founder, D2Cecommerce.com**
- **Madhavi Gupta: Founder, Awareness of Inclusion Foundation**

## Panelist:

- **Vinod Dumblekar : Founder , Mantis**
- **Rahul Goswami : Co-Founder and CEO , Lakshya Jeevan Jagriti**
- **Summaiya Afreen : Co-Founder Lakshya Jeevan Jagriti**
- **Manish Sharma : Founder , Milstone Foundation**

The banner features a row of six vertical orange cards, each containing a black and white portrait of a speaker or panelist. Above each portrait is their name and role, and below is their name and organization. To the right of the cards is the Soil Institute of Management logo. Below the cards, the text 'SOIL ACADEMY INDUSTRY WEEK' is prominently displayed in large, bold, white letters. Below this, it says 'presented by' followed by the Entrepreneurship and Social Innovation Academy logo and name. At the bottom left, the date and location '17 NOV 2022 | SOIL MANESAR CAMPUS' are listed.

Name	Role	Organization
Manish Gupta	Founder & CEO	D2Csale.com
Madhavi Gupta	Founder	Awareness for Inclusion Foundation
Dr. Vinod Dumblekar	Founder	Mantis
Rahul Goswami	Co-Founder & CEO	Lakshya Jeevan Jagriti
Summaiya Afreen	Co-founder	Lakshya Jeevan Jagriti
Manish Sharma	Founder	Milestone Foundation

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**Entrepreneurship and  
Social Innovation Academy**

17 NOV 2022 | SOIL MANESAR CAMPUS

# AI WEEK

## COORDINATORS

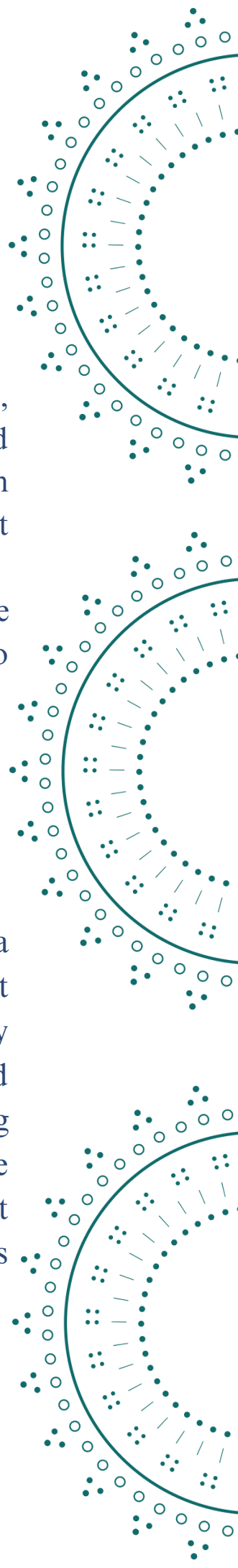
Gathering and collating the information from all the committees, coordinating with industry experts about their timings confirmed and making the club members to meet the deadline was tough and we are happy that we as a team were able to make this event as a successful academy industry week.

The entire week was a big success – in large part because of the hard work and efforts put in by the organizing team. I also appreciate everyone's flexibility and get-it-done spirit.

-- SAUMYA GAUR

Being the Core coordinator during the AI-Week 2022, I got a chance to work with five different academies, learned a lot throughout the event, got a chance to interact with Industry experts, and got Industry insights. At first managing and planning everything was not a piece of cake but after organizing a successful event, I had a sense of accomplishment. The Learning experience was surreal and I wanted to take a moment to thank Dr. Rajwinder Kaur Ma'am for giving me this opportunity to work under her mentorship

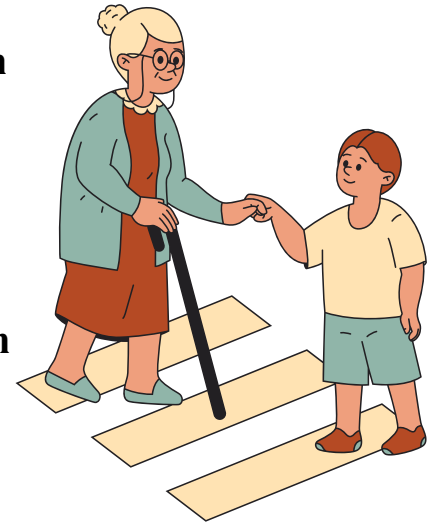
-- PAYAL SINGH





# SOCIAL INNOVATION PROGRAM

The Social Innovation Program at SOIL is a unique intervention which took place from 22nd November to 20th December 2022 where all the students work with an NGO, which they care about, once a week for a considerable duration of their post-Graduate Program. SOIL has partnered with more than 30 NGOs across the Delhi NCR region who in turn collaborate with our students to find meaningful projects where SOIL students can develop novel 'solutions' to deep-rooted social, cultural, economic and environmental problems.



Teens of God is a non-governmental organisation that works on numerous projects and supports society in every manner. We are working on several projects, including Hifaazat, Parvaah, and Sushiksha.

We educate the children from the slum area who are already enrolled in schools as part of the Sushiksha Project. These resources are made available to students who require assistance with their education but cannot afford the tuition. Teens of God has chosen various slum neighbourhoods where they regularly meet the children and their parents to discuss the benefits of education for children as well as to offer assistance with financial issues.

We have discovered in this NGO just how much commitment and effort are required to do even the most basic tasks. We learned from interacting with residents of the slum that while we enjoy a very pleasant lifestyle, their struggles are excessive in every way. We now know that, if one is willing, one can live in any environment.

Above all, we had a strong understanding of empathy.

-Vanshikha Aggarwal, Intern at Teens of God





# Winter Carnival

SOBD organized its much awaited **Winter Carnival** on **12th November** which was full of fun, enjoyment and entertainment. Shiv Shankar Mishra - vice chairman MSME Promotional council was the chief guest of the Carnival.

Students of SOBD participated in various extra caricular activities like dancing, ramp walk, singing and the Carnival also had stalls of some delicious and mouth watering food with stalls of few NGO's representing their products and the thought behind them





# Winter Carnival



# SOIL PREMIER LEAGUE

•Mr. Anil Sachdeva, Founder and Chairman of Soil institute of Management, inaugurated the event.

•The competitive matches were between the PGDM, PGPM, Alumni, and Faculty Teams.

•The Alumni team from PGPM (2015-16) bagged the 1st position and the trophy,

ØMan of the Series- Rajeev Dadhwal (PGDM 2021-23)

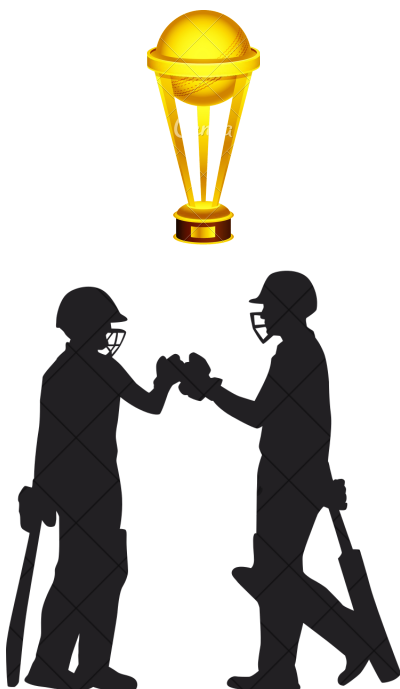
ØWomen of the Series- Divya Singh (PGPM 2022-23)

ØBest Batsman- Prateek Chitte (PGPM 2021-22)

ØBest Bowler- Atul Chauhan (PGPM 2022-23)

ØBest Fielder- Siddhant Pandey (PGDM 2022-24)

The students raised sponsorships of INR 61,000 (D2C, Sai Nath Sales, Goldexpvt ltd etc ) and organised Inter College Badminton Tournament for the purpose of raising funds.



# Testimonials of Class Representative

**Started with counting with fingers and continuing with countless experiences". Yes it's been more than 9 months at SOIL. Firstly would like to thank my classmates for choosing me as their representative and having faith in me. The key person between the faculty and the students are the CRs. Being a CR improved my leadership skills, Time management, team work and ability to handle responsibilities**

**-Priyanka Kumari**



**Leadership is not a position or a title, it is an action and example. The journey started few months back when I was chosen as the class representative. People had trust on me that I will be the best fit for this position. Handling the responsibilities helped me for my self-growth like leadership qualities, smooth interaction with the faculty and students etc.**

**-Abhishek Sharma**



# TESTIMONIALS



**My Journeys at Soil Fantastic outstanding. In Soil everyone is connected with each other they care and admire each other. I was assigned as the CR of Maurya section. They have become my family they give me intense love, which is something I'm fortunate to have. I was elected to be the president of the social media club. At first, managing both was challenging, but through time, I developed the ability to work on a variety of projects.**

**- Nitin Sharma**

**One of the highlights of my college life has been representing my class. I have been able to venture beyond of my comfort zone and take on new tasks like event planning and public speaking. I am appreciative of my colleagues representatives' support and advice as well as the chance to have a good influence on the campus environment.**

**-Siddhanth Pandey**



# TESTIMONIALS



**My college journey as a class representative has been one of the most memorable experiences of my life. It has allowed me to step out of my comfort zone and take on new challenges, such as public speaking and event planning. I am grateful for the support and guidance of my fellow representatives, and for the opportunity to make a positive impact on my college community**

**- Devyanshi Madan Odak**

**Firstly, I would like to thank my class for choosing me as their class representative. As a class representative, my role is to serve as a liaison between students and faculty, ensuring that everyone's needs are heard and addressed. I always strive to foster a sense of unity and collaboration among my peers, encouraging them to work together towards common goals.**

**-Kritika Gambhir**

